



In favor of Nature

Social media has become a prime source of knowledge sharing. People care about each other and share the best practices for life. Most of these ask us to be more sensitive while others alert us for a possible hazard. Most of the times we play a pass-on-game in which we simply stay on edge to share the received message.

At times, we miss out the intent of the received message which, if read, could have made our life simpler. One such message that must be doing rounds of your pages or groups would be of caring for thirsty creatures.

And that needs due attention. This is that of the year when birds and animals literally die of thirst and hunger. While feeding them may not be thing of everyone's capacity as it needs a lot of dedication and discipline, still giving them water could be a simpler task.

This is true not because we are not able to spare some food for these innocent creatures, but once we start keeping food for them, they expect it regularly. And when we fail to do so, they suffer. But it's not true for keeping a water pot outside the house or in the corner of your balcony.

Water, unlike food can last longer and stay fresh for long time. Though the pot too needs a regular care and cleaning but that frequency could be as long as a week. And cleaning the pot

just with clean water won't take too many minutes of your Sunday.

Many people feel that it's not their job to quench the thirst of these animals. It should have been done by the government or ultimately by the God. Well, this argument and statement is totally rubbish. We must realize that we have ruined their natural habitat to construct our houses and roads.

Years ago, it was their natural home where we live today. And the road that takes us to the other part of the city had a small natural reservoir where these creatures could have drink water. Whether we like to be kind or just repay to the nature, it's our duty to make the water available to them.

Giving back to nature is not a gesture of benevolence anymore, it's mandatory to keep the ecosystem in balance so that we can enjoy the free resources like water, air, and sunlight for years to come. Each element of the nature, be it animated or inanimate, is required to keep things in order.

Any disorder would certainly lead to disaster. So, another strong reason to ensure these birds and animals live healthy and longer is to keep things in order which is the base of the life cycle.

So whichever reason moves you, please keep a water pot for those guests of your house.

Editorial

Vasantutsav 2017



Yogesh Lakhani of Bright Outdoor is associated with more than 95 percent events in Mumbai. He was associated with 17th Vasantutsav 2017 where he met Amitabh Bachchan, Padma Vibhushan Pandit Birju Maharaj and Zakir Husaain.

The event was organised by Suresh and Padma Wadkar at Sahara Star Hotel, Parle East.

This year Uttam Vag Geykar Award was given to Padma Vibhushan Pandit Birju Maharaj which was presented by Amitabh Bachchan.

Singer Shilpi Paul debuts with Naughty Billo song



Shilpi Paul - The emerging playback singer debuts her first playback lending her voice to Anushka Sharma in Phillauri bringing Naughty Billo alive in high spirits in the ghost friendly film releasing March 24th, 2017. Shilpi Paul hails from a small town Raipur and has a journey to create a history and this is just the beginning. She has been a tough competitor on couple of TV channels including Sa Re Ga Ma Pa and Bharat ki Shaan. She has emerged as a winner on Dabang Channel's Suron ke Dabang and ETV's Fankaar. She has performed live globally live with Vintage artists Lalit Pandit, Usha Uthup, Javed Ali to name a few. From singing existing songs to bringing her own number with Naughty Billo in Phillauri, we are positive she will continue to win more hearts and more Bollywood numbers.

AN EXCLUSIVE TIE UP WITH BARGY DESIGN

New Delhi : Steelbird Hi-Tech India limited, adding another feather to its glory enters into an exclusive tie up with the leading helmet graphic designers of the world, Barga Design.

Barga Design was founded in 1987 by Fabio Castiglioni, ex MX rider, with the passion for drawing. It has created its own niche in the market with the customization of the most famous helmets in the world such as Max Biaggi, Loris Capirossi, Andrea Dovizioso and many other motor cycling champions. Now the style and creativity has penetrated the motor cycle sector as they have signed with leading brands such as Honda, Yamaha, MV Augusta and Ducati.

Commenting on this exclusive tie up Mr. Rajeev Kapur, Managing Director, Steelbird Group said "Barga Design are famous Italian design studio who have been associated with motorsport for many years and they have been behind many iconic designs and logos in the world of motorcycle racing. We are proud of our exclusive tie up with them. We plan on getting the entire range of Barga Design in India through our exclusive tie up with them."

Steelbird India unveiled the designer Barga design graphic helmets in different colours and combinations for its entire Air helmet series. The company has planned the retail launch for March 2017.

Further giving an insight on the upcoming designer helmet models Mr. Shailendra Jain, Global Group Head, Sales & Marketing, Steelbird Hi-Tech India Ltd.

Said "Steelbird is constantly upgrading and in sync with the international standard and design. We are proud to add a whole new range by adding designer variants to the existing Air series, therefore expanding the option horizon for the riders. While committing to meet the protection needs we are now laying emphasis on the style as it is meant for the youth. With our tie up and the launch of the designer range our motive is to cover complete business pyramid that is mass customer to premium customer. The pricing of the designer range will start from Rs. 2499/-."

"Being a villain is much More difficult and challenging"

Flamboyant, stylish and powerful are the three words that come immediately while speaking about versatile actor Neeraj Bharadwaj. The actor had married senior actress Upasana Singh, popularly known as Kapil Sharma's bua on television in November 2009. And now, their marriage of seven years is on the rocks. For the past six years Bharadwaj who hails from Katihar (Bihar) had ruled the drawing rooms of millions of households as 'Chirag Modi a.k.a Mota Bhai' in the Hindi television drama series 'Saath Nibhaana Saathiya' (Star Plus). Meanwhile, Neeraj Bharadwaj, is playing a badie in another family drama series 'Bandhan Kachche Dhaagon Ka' aired on Doordarshan's National channel telecast from Monday to Friday at 2:00 in the afternoon. The serial is being liked by viewers all over. 'Bandhan Kachche Dhaagon Ka' is directed by Manoj Singh for producer D.N. Joshi a.k.a Dharmanand under the banner of Trishakti Films. Bhuvan Joshi is the executive producer. Harmanpreet Kaur, Arun Kumar, Heramb Tripathi, Anjali Bhadoria, Antima Sharma, Somesh Singh and others also features in its cast. It has been 15 long years since Neeraj

Bharadwaj made his first appearance onscreen. He has featured as hero and important roles in various Hindi and Bhojpuri films including many serials on Doordarshan and other various satellite channels. He's not only full of youthful energy but ever willing to change with the times. We meet the actor on the sets of his serial 'Bandhan Kachche Dhaagon Ka' in Madh Island, Mumbai. Herewith are the excerpts of the tete-a-tete that followed:-

What attracted you to the role? Could you describe your villainy in it?

The role itself and the director and the production house....the combination was something lethal. Director Manoj Singh watches everyone's work and appreciates it. When he narrated the role to me, I realized that the director wanted to use my years of experience as an actor to reinvent my persona. In Bandhan Kachche Dhaagon Ka I play Indrajit, the cousin brother of the family, who for money, wealth and property will take all the efforts or play any kind of mischief till I lay my hands on it. As an actor, I always get something new to perform at. My negative character is so bad that the audiences will start hat-



ing me. It is difficult and challenging to portray villainy on screen.

In a small-town saga, how has the director shaped up your character?

I have played many positive roles I am renewing it for a while. This role is powerful who has enormous arrogance for money and clout. Overall the subject has the realistic and commercial feel in it to connect with the viewers.

After your compact performance in 'Saath Nibhaana Saathiya' how come you do not have other projects for other

channels?

I am looking at doing something good and challenging. As of now, I am going through few scripts. I do not run after money. I want something performance oriented and not be like a lamp post in any of them. I do not want to go to such weddings where only flower is thrown. Nowadays, only women are given prominence in various serials while male characters are just show pieces or fillers. I do not want to do these kinds of works. Whenever something good comes my way I will let you know.

This apart, what next on cards?

These days I am concentrating more on films. I have signed 3 Hindi films and a film each in South and Marathi languages. Even I am designing film and television serial projects for many makers too and that too in stringent budget. There have been stories doing rounds about the divorce between your wife Upasana Singh?

It was true... At times it is not always hunky-dory on the personal front. The relationships were marred by compatibility issues and different expecta-

tions from each other. Though we tried to make the marriage work, the differences were irrevocable. She is my senior and we have worked together on numerous occasions. Our professional lives have never posed a threat to our marriage. Things are quiet as of now. I want to re-consider about this and find to give quality time to my wife.

As it is, it's a personal matter and we do not want media intruding in that space.

Like your most counterparts, will you be joining politics?

I will join politics in 2022. I strongly believe in astrology. It has a great role in my life. The planets and the star sign also influence one's life too. Accordingly, I will definitely come into politics.

Amidst all the evolution, will we see Neeraj Bharadwaj joining the production and direction bandwagon too?

Over the last few years there are huge changes everywhere in the world. I am all for changes, always have been, and I accept them and participate in them.

Changes bring in evolution and progress. But I am not interested in joining the production or direction bandwagon. I am an actor and always remain an actor.

Sony MAX2 returns with 'Timeless Digital Awards' Season 2

Udaipur: Having garnered an overwhelming response with India's first-ever online film awards, 'Timeless Digital Awards', Sony MAX2 is back with the second season in order to pay tribute to the magical world of Bollywood and its most significant gems. With movies that struck a chord with the audience and characters everyone could relate to, Sony MAX2 will be reminiscing the spirit of the 70s era of Bollywood by empowering the viewers to vote for their favorite nominees across diverse categories. In order to participate, users will have to login to the microsite via Facebook, Twitter or a verified Email ID. The digital awards will be conducted through a specially curated microsite <https://max2awards.sonyliv.com/> giving the fans a chance to vote across 13 diverse categories for the Most Versatile Actor, Most Versatile Actress, Best Director, Timeless Jodi, Timeless Dialogue, Best Comedian, Fashion icon, Best Villain, Best Female Singer, Best Director, Best Music Composer, Best Male and Timeless Vamp. Voting lines will be open for users from 15th March to 5th April. The winners across all categories will be adjudged on the basis of maximum user votes and honored on a digital wall of fame across the channel's social media pages.

Voters can also be a part of engaging activities like 'Aao Quiz Kare' wherein users can take a personality trait quiz to find out which timeless star from the 70s they are. Adding fun and zing to the process, voters can also participate in 'Timeless Pose Of The Week' where a new timeless star's picture with a standard pose will be showcased every week for 4 weeks and users will have to pose like the stars and share their pictures on Instagram with #TimelessPoseOfTheWeek to win an exclusive gift voucher every day.

Apart from this, the channel will take viewers on a memory jog where users can share fond Bollywood memories of their parents with #bringbackgoodmemories. The channel will customise these photos and create posters for 20 best entries who will win these moments. The person who has participated and voted for all categories stands to win an Iphone 7.

Comments: Vaishali Sharma, Senior VP, Marketing & Communications, MAX2:

"At Sony MAX2 we believe in abiding by the brand promise of enriching lives with the magic of iconic films and what better way to celebrate the rich heritage of Hindi cinema than to establish an award especially meant for the era of yesteryears. Every decade of Hindi cinema has shaped the industry and has had so much to offer. After celebrating the decades of 80s and 90s in season 1 and receiving such a great response, it is time to celebrate the richness of the 70s which was a turning point in Indian cinema."

Bohra Industries limited's issue Open

Udaipur: Udaipur based Bohra Industries Limited, ("BOHRA" or the "Company") proposes to make a fresh issue of 45,72,000 Equity Shares (face value of Rs 10 per share). Pantomath Capital Advisors Private Limited, a Category I Merchant Banker is the Book Running Lead Manager to the Issue. The proceeds raised through this issue are largely to be utilized towards Purchase of Plant and Machinery for SSP expansion, Working Capital requirements and General Corporate Purpose. The issue will open on March 23, 2017 and will close on March 27, 2017. The issue price band is Rs. 51/- to Rs. 55/- per equity share.

"We are delighted to have taken this progressive decision of going public and thus entering the league of listed Companies in the Fertiliser Industry. We look forward for exploring new market and availing the benefits of going public. With nationwide visibility through EMERGE platform of NSE we

shall also create an edge over our unlisted peers, thus building a strong reputation in the Industry." remarked Mr. Hemant Kumar Bohra, Managing Director, Bohra Industries Limited. Incorporated in 1996, Bohra Industries Limited is majorly engaged in manufacturing of Single Super Phosphate (SSP) both in powder and granulated form. The product, SSP fertilizer is being sold under brand name MAHALAXMI, in 17 states of India and is also simultaneously marketed by leading fertilizer companies of India. The Company plans to enhance the production capacity of existing manufacturing unit of SSP from 1,20,000 mtpa to 3,00,000 mtpa. As part of business strategy, Company plans to diversify its product portfolio by entering into new product lines such as Triple Super Phosphate (TSP), Food Grade Phosphoric acid (PA) and Nitrogen Phosphorus and Potassium (NPK) and have also entered into a Memorandum of

Understanding with Yunnan Design Institute of Chemical Engineering Co Limited, Kunming, China for supply of technological processes for the proposed products and the entire installation will be initiated under their consultancy and supervision. The Company has also entered into an MOU with Rajasthan Government whereby, Government has provided a customised package to the Company in terms of which the Company will be eligible for a subsidy up to Rs 138 crores in a period of 7 years.

"We are thrilled to bring yet another promising company with a sound business model to NSE EMERGE.

The Company has a good product pipeline and a strategic location to broaden its reach and we are confident the Company will be able to capitalize the same with the help of its proficient management team", remarked Mr. Mahavir Lunawat, Group Managing Director, Pantomath Advisory Service Group.

Naredco Extend Its Footprints To Punjab

NAREDCO (National Real Estate Development Council), the apex national body for the Real Estate Industry which works under the aegis of Ministry of Housing & Urban Poverty Alleviation. NAREDCO already has a presence across 8 states in the country including Delhi, Maharashtra and Karnataka capturing some of the prime real estate metros. The newly launched chapter has membership from 15-20 leading and local development firms. Commenting on the launch of Punjab chapter, Mr. Parveen Jain President NAREDCO said, "The launch of Punjab chapter reinforces the need for the group of development firms to come together to raise local issues and regulatory concerns through a national platform. The Punjab chapter aims to help resolve local issues, initiate dialogue with the state as well as the national government to remove the uncertainties of the state's real estate sector. We continue to get tremendous support from local as well as national level development firms in implementing the very objective of the chapter."

Punjab's real estate has seen correction in prices post demonetisation. The state's market has transformed into a buyer's arena as people are now preferring greater transparency in property transactions. Punjab is also one of the states in the country to have placed an interim Real Estate Regulatory Authority post framing the rules of a Real Estate (regulation and development) Act..

New Range Of Leds, Washing Machines And Air Conditioners From AKAI

Udaipur: AKAI launches its new range of LED TVs, Washing Machines and Air Conditioners in India that boasts of latest technology standards and advanced features at an attractive pricing. The new product line is engineered and designed to satisfy the customers growing demand for discerning lifestyle. In the TV category, AKAI offers

skillfully engineered

LED TVs that

come with an

inbuilt excel-

lent colour

range start-

ing at

Rs. 12,990

onwards. The

new washing

machine range

comprises of innova-

tive features, advanced tech-

nology and are energy efficient starting at Rs. 10,990 onwards.

AKAI's spectrum of air conditioners are engineered to deliver

pleasant cooling, energy efficiency and effortlessly blends in

with the elegant living room at Rs. 22,990 onwards.

Speaking on the launch Mr Anurag Sharma, Director AKAI India,

said "The new range of home appliances is an endeavour to

integrate best-in-class products with cutting-edge technology

into the customer's daily life. AKAI with its extensive product

line aims to make in-roads into the Indian market with a dedi-

cated focus on after-sales service and superior customer sat-

isfaction. All our products are developed as per latest Japanese

technology standard and offer high value to customers."

"We are confident that the new products will be well-accepted in the

market and plan to add to new segments like Home Theatres,

air-purifiers, refrigerators, etc." he added.

Homotech Digital Pvt. Ltd., a PARAS Group company is AKAI's

owner for India operations and other SAARC nations. AKAI

with its latest product portfolio offers cutting edge technology

leading to an enthralling product experience for the customers.

Homotech Digital Pvt. Ltd. is in a technical tie-up with the Japanese

company to ensure best-in-class quality products. The company

is targeting to be among the top 5 Consumer Electronics

brands in the country.

Kent Noodle And Pasta Maker



New Delhi: Fresh, hygienic and flavoured homemade pasta and noodles have never been so easy. Revolutionary and a must for every functioning kitchen, Kent RO Systems Ltd., one of the renowned healthcare brands in India launches KENT Noodle & Pasta maker. It can make pasta or noodle with perfect texture in just 10 minutes, and is a fully automatic appliance!

"Noodle, pasta and momos are favourites amongst all age groups, and kids just love them. With news reports about presence of chemicals in the most reputed instant noodle brands making headlines, consuming them is a health compromise. That is where this easy to use, modern day smart kitchen appliance, KENT Noodle & Pasta maker comes in. It allows you to make all your favourite snacks, hygienically at home, without use of any preservatives or any other chemicals. Moreover you can make noodle or pasta from all types of flour and customize the taste by adding juices or egg", says Mr. Mahesh Gupta, Chairman Kent RO Systems Ltd.